

COORDINATOR OF COMMUNITY RELATIONS

CLASS SUMMARY

Under general direction, plans, coordinates, and implements district-wide community relations and marketing policies and programs; assumes and performs related duties and responsibilities as required.

REPRESENTATIVE DUTIES

Responsible for working with the Chancellor, Community Relations Team, administrators, faculty, staff, students, and community members on the development of effective media and marketing materials and programs designed to promote access to educational opportunities at RSC. Develops and manages multi-cultural, multi-lingual community relations services, programs and events to inform both on and off-campus communities of college programs and services. Participates in college committees that relate to community relations. Coordinates and integrates college outreach efforts and responsibilities with community groups and organizations. Maintains liaison between multi-cultural community groups and organizations, and RSC.

Monitors and educates the community of local, state, and federal legislation affecting immigrant and other under-represented populations in post-secondary education. Provides leadership and works collaboratively with representatives from RSC on business interactions with local, state, national, and international entities.

Coordinates college communication with local, state, national, and international multi-lingual media. Negotiates and develops contracts with local multi-lingual media to promote RSC programs and services.

Consults with campus administrators and other personnel at all sites on matters related to community relations and outreach. Develops marketing strategies and methods for continuing education students to transition from the non-credit to the credit program. Participates in the development and implementation of policies and procedures related to marketing and community relations activities.

Develops and implements goals, objectives and activities. Prepares monthly, quarterly, and annual evaluations and reports. Develops, analyzes and compiles research related to community relations and marketing. Plans and administers department budget and finances. Trains and directs support staff, student workers, and volunteers. Assumes and performs related duties as assigned.

COORDINATOR OF COMMUNITY RELATIONS (continued)

ORGANIZATIONAL RELATIONSHIPS

This class reports to the Chancellor. Collaborates with the Community Relations Team to best utilize resources to meet the needs of the community. Directive responsibilities including training and directing support staff student workers and volunteers.

DESIRABLE QUALIFICATIONS GUIDE

Training and Experience

Experience working with community groups and organizations. Any combination of training and/or experience equivalent to a bachelor's degree in communications, ethnic studies, sociology, or related courses. Bilingual/Spanish ability required.

Knowledge and Abilities

Knowledge of: good concepts and practices of community relations, immigrant populations, recruitment, marketing, and public relations; excellent communication skills, both spoken and written.

Ability to: communicate effectively; be sensitive to students with special needs; train and direct personnel; learn, understand, and explain college curriculum, policies and regulations; deal effectively with staff, faculty, administrators, and students; work a flexible schedule; establish and maintain effective working relationships with a diverse populations of students, community agencies, media representatives, and the public; represent the college as designated.

Skills: evidence of interpersonal relations skills that demonstrate the capability to work with the many constituencies involved in the community. Possess valid California Motor Vehicle Operator's license.